

## ABSTRACT

We disclose a betting method and medium that identify a company's "insiders" and enable these insiders to make and transact publicly displayed, non-anonymous bet offers about subjects that are important to the company's financial condition and/or prospects. The invention enables users to make bets about a variety of well-known financial measures and events, such as earnings, return on investment, bankruptcy, and so forth. The invention enables users to make bets about how well an investment company will perform compared to a benchmark or an alternative investment. The invention provides for displaying bet offers and agreements by identified insiders, thereby providing a new kind of financial disclosure.